



SANTA FE COUNTY

Job Title: Voter Outreach Coordinator

Department/Division: County Clerk's Office/Bureau of Elections
Salary: \$18.6990/hr. - \$28.0485/hr. **Range:** 28
Position Status: Full-Time/Term
FLSA Status: Non-Exempt
Closing Date: February 25, 2022
Job #: 2-2022-031

The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only to provide a summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.

Primary Purpose:

Under the direct supervision of the County Clerk and the general supervision of the BOE Chief Deputy, this position will be responsible for the research, development, implementation, coordination, and administration of the Clerk's Office Voter Outreach Program. Communicates with entities (e.g. Santa Fe County residents, colleges, schools, indigenous communities, municipalities, etc.) utilizing Santa Fe County (SFC) electronic SFC media, SFC social media, SFC websites, in-person presentations and other modalities to facilitate voter registration, voter participation, and elections to increase voter participation.

Essential Job Functions:

- Ensure compliance with the provisions of the New Mexico Election Code and Election Schools as it relates to the conduct of elections;
- Participates in the training of temporary election workers as necessary;
- Plans, analyzes, and recommends courses of action, including identifying appropriate and effective communications medium and strategies regarding voter participation;
- Responsible for writing articles, opinion editorial content, news releases and Santa Fe County social media posts in support of Voter Outreach Program;
- Maintains records of the Clerk's Office Voter Outreach Program to track statistics, documentation and assignments related to: voter registration, public information, and other election outreach activities;

- Works with procurement staff on budget and contracts as it relates to voter outreach, voter participation, voter information and elections;
- Performs administrative functions and tasks throughout the County Clerk's Office to include the Bureau of Elections, Recording and Records Divisions;
- Promptly responds to telephone calls, emails and written communications;
- In collaboration with the County Clerk, develops and executes an outreach plan to voters, potential qualified voters, the public, county residents, schools, and other stakeholders regarding voter registration, voter information, elections and voter participation; and, under the direction of the County Clerk, works with focus groups and other constituent groups to increase voter participation;
- Coordinate and/or participate in Voter Registration Agent trainings;
- Adhere to a high confidentiality standard working with confidential, privileged and proprietary information;
- Regularly updates the Santa Fe County Clerk's Office website and Santa Fe County Clerk's Office social media accounts with relevant and timely information.

Knowledge / Skills:

- Knowledge of voter outreach, elections, public administration and business administration;
- Knowledge of working with and updating information on websites, social media platforms and best practices;
- Must have strong customer service skills and the ability to work under stressful circumstances in dealing with the public and co-workers;
- Communication skills, both verbal and written, with the ability to write clearly and concisely; ability to respond quickly and accurately both by email and online to voter questions and concerns;
- Ability to work independently or with others and be aware of all statutory deadlines while maintaining a professional attitude with the public, co-workers, county officials and other government officials;
- Knowledge of office procedures and equipment including basic office machinery and word processing programs; Microsoft Word, Access, Excel, PowerPoint, Outlook, and Publisher;
- Knowledge of social media platforms and analytics, knowledge of basic website content management;
- Outreach experience and skills with no fear of public speaking and with an open and friendly personality;
- Ability to manage small and large multi-cultural and/or diverse groups in public settings; other duties may be assigned during peak election activities;
- Must be able to meet deadlines and work overtime during peak election periods.

Minimum Qualifications:

- Bachelor's degree in political science, communications, marketing, business administration or a related field; or

- Associates Degree and two (2) years of work experience in any combination of outreach coordination, marketing, constituent services, communications or administrative experience working in an office environment; or
- Four (4) years of experience in any combination of outreach coordination, marketing, constituent services, communications or administrative experience working in an office environment plus a high school diploma; or
- A High school diploma or equivalent and any combination of education in political science, communications, marketing, business administration or a closely related field and/or experience in any combination of outreach coordination, marketing, constituent services, communications or administrative experience working in an office environment totaling four (4) years. Education is counted at the rate of thirty (30) credit hours equals one year.
- Elections or outreach experience is preferred.
- Experience in setting, updating and maintaining websites, social media accounts and tracking media campaign progress a plus.
- The ability to read and write Spanish would be beneficial.
- **COVID Vaccine** : The COVID vaccine is mandatory for all Santa Fe County employees unless granted an accommodation under applicable state or federal law.

Working Conditions:

Work is generally performed in an office setting, warehouse, and in the field, in varied weather conditions with duties in the evening and on weekends during peak election and recording cycles. Manual and finger dexterity required. May be subject to CRT's, VDT's and UV rays. May be required to lift or push up to 50 lbs. Travel time may be required. Training others is required.

Conditions of Employment:

Selected candidate must submit to and pass a County paid pre-employment physical and drug/alcohol screening. Additionally, selected candidate must submit to and pass a county paid criminal background screening. Selected candidate must possess and maintain a valid New Mexico Class D Driver's License as incumbent shall be appointed to drive a County vehicle during the performance of his/her duties.

Apply Online at:

https://www.santafecountynm.gov/human_resources/employment_applications.

Resumes will not be accepted in lieu of the official Santa Fe County employment application. Proof of education, certificates and/or endorsements must be attached to each application.